

## ***Bio for Cherry A. Evans***



Cherry A. Evans is currently responsible for directing the public relations, advertising and aerospace education programs for the Virginia Department of Aviation. Those programs include the development and implementation of a comprehensive plan designed to promote the Commonwealth's fine air transportation system, increase aviation awareness and support economic development.

She is also responsible for administering a grant-in-aid program that provides financial assistance to local government agencies for public relations, marketing and business plans. Similarly, she administers a program that assists air carrier airports with air service improvement initiatives.

Ms. Evans has been employed with the Department of Aviation since 1989 and served as the Department's information contact until 1994 when the Public Relations Division was created. She now directs the Public Communication and Education Division and she has experience in managing the agency's public information network, which includes the agency's web site, coordinating special events, desktop publishing and aircraft licensing.

As a 1985 graduate of Virginia Commonwealth University with a concentration in Public Relations and Advertising, Ms. Evans began public relations consulting and served as a contractor with the Virginia Podiatric Medical Association, Technology Plus Corporation, Historic Richmond Foundation and Page & Associate Attorneys to name a few. She has been a full-time employee of the Commonwealth since 1985 and held positions with the Department of Planning and Budget as well as the Virginia State Lottery.

Ms. Evans has completed graduate coursework at Central Michigan University with a concentration in Public Administration, is a 1995 graduate of the Virginia Executive Institute, Commonwealth Management Institute and completed private pilot ground school at Dominion Aviation Services at Chesterfield County Airport. She has been a member of the Public Relations Society of America, Women's Transportation Seminar, Women in Aviation International and Virginia Government Communicators.

In 2001, her paper "*Writing the Wrongs: Aviation Awareness and Public Relations*" was presented to U.S. Secretary of Transportation Norman Mineta by the Women's Transportation Seminar (WTS). She was recognized by the U.S. Department of Transportation/Federal Aviation Administration in 1997 for her contributions to aviation in Virginia and received the Crystal Award of Excellence for the Department of Aviation's video: "*Virginia Aviation-Cleared for Takeoff*". In 1992, she was presented with the Woman of the Year Award from the Richmond Chapter of WTS and was recognized by Secretary of Transportation Vivian E. Watts for Volunteer Service in 1989.

Ms. Evans has been active in her church (community organization) as an educator, workshop facilitator, officer, newsletter contributor and choir member. She is a native of Farmville, Virginia and a graduate of Prince Edward County High School (1980). She enjoys cooking, traveling, reading and singing. Ms. Evans is single and has no children.